INDUSTRY SOLUTION BRIEF

Cribl LogStream™

for the Media and Entertainment Industry
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The media and entertainment industry needs an observability solution that supports their digital transformation efforts and provides the business intelligence and data analytics necessary to help media buyers navigate shifts in consumption.

Changes Across the Industry

Data volumes are growing year over year in nearly every industry, and especially in media and entertainment. Though the industry has been shifting to digital means of production, distribution, and consumption for quite some time, that shift is exacerbated due to the COVID-19 pandemic. Viewing platforms suddenly need to support larger audiences due to a surge in digital media consumption, and media buyers are increasingly looking to their publishing partners for analytics as they further invest in digital platforms and ad units.

The media and entertainment industry not only needs a way to manage the continuing growth rate of data, but they’ll also require better insights to inform buyers experimenting with digital platforms. At the same time, it is important they do all of this in a cost-effective way, freeing up resources to ensure their platforms can handle the recent increase in viewership and consumption.

That structure must also include:

- Security throughout the environment
- Compliance with industry standards and regulations
- Complete control of the data, as well as encryption and security
- Support for multiple source protocols
- Support for both cloud and local instances
- Support for many destinations while having flexibility to add new ones
- Centralized management system driven by deep industry and regulatory expertise
Many media and entertainment companies are looking to Cribl LogStream to gain valuable insights from shifts to digital platforms and manage increasing amounts of data in a cost-effective way. These enterprises typically work with data that exists in multiple sources with different source protocols. They often have data coming in a variety of formats, and those formats may not always match the formats required by the tools they are using. With Cribl LogStream, the media and entertainment industry can securely support growing data volumes, effectively embrace digital platforms, and quickly get the analytics they need to continue serving their buyers.

**An Observability Solution That Meets the Needs of the Media and Entertainment Industry**

Cribl LogStream is the best way for media and entertainment companies to implement an observability pipeline, enabling them to parse, restructure, and enrich data in flight – before paying to analyze it. LogStream helps these organizations slash costs, improve performance, and effectively route data in the formats they require.

With Cribl LogStream, the media and entertainment industry can now:

- **Reshape, reduce, or route data from any source to any destination**
- **Stay compliant with the latest standards and regulations**
- **Get further visibility into data, including valuable business intelligence and analytics**
- **Control costs along the way**

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A Closer Look: Cribl LogStream™ for Media and Entertainment

ROUTE DATA FROM ANY SOURCE TO THE MOST COST-EFFECTIVE DESTINATION

With Cribl LogStream, media and entertainment companies can send data to the most effective destinations, including low-cost storage locations for long-term retention and compliance with standards and regulations. Administrators can quickly route data to the best tool for the job – or all the tools for the job – by translating and formatting data into the tooling schemas the media and entertainment industry requires. Different departments in each group can choose different analytics environments without deploying new agents or forwarders.

GET FURTHER INSIGHTS INTO DIGITAL AUDIENCES OR YOUR OWN ORGANIZATIONAL DATA BY AGGREGATING LOGS INTO SUMMARY METRICS

Cribl LogStream gives media and entertainment enterprises the power to extract fields of interest and publish the result to metrics. LogStream also enables flexibility and choice in the industry as a whole, giving these organizations the option to send the resulting metrics to their analytics tool or route them to a dedicated time series database for efficient storage and retrieval. Using these methods, media and entertainment companies can get further analytics on digital audiences for their buyers and better insights into their own data sources as part of their digital transformation efforts.

REDUCE DATA VOLUME TO KEEP COSTS DOWN AND FREE UP RESOURCES FOR DIGITAL TRANSFORMATION

LogStream can help reduce as much as 50% of ingested log volume. Administrators can easily eliminate duplicate fields, null values, and any elements that provide little analytical value. In the same interface, they can filter and screen events for dynamic sampling, or aggregate log data into metrics for volume reduction at scale – all while keeping a full-fidelity copy in low-cost storage to replay if needed. Not only does this data reduction improve system performance, it also frees up valuable resources for digital transformation.

MONITOR OBSERVABILITY PIPELINES IN REAL TIME TO INFORM CRITICAL BUSINESS DECISIONS

LogStream also gives media and entertainment organizations the ability to reduce management overhead, with a robust and easy-to-use GUI-based configuration and testing interface. With LogStream, any company in the media and entertainment industry can capture live data and monitor their observability pipelines in real time, enabling further visibility to inform critical business decisions for themselves and their buyers.
Get started with Cribl LogStream today

The media and entertainment industry is facing massive disruption due to a number of factors, including:

- **Immense year-over-year growth in data volumes**
- **The need to support larger audiences due to a surge in digital media consumption**
- **Expectations from media buyers to provide valuable insights as they further invest in digital platforms and ad units**

Media and entertainment enterprises must consider these changes when selecting an observability solution. Cribl Logstream is an observability solution that meets the needs of the media and entertainment industry, enabling them to route, reduce, or reshape data so that they remain compliant and get the insights they need in the most cost-effective way possible.

LogStream gives media and entertainment companies the power to make choices that best serve their unique needs without undermining their digital transformation efforts, sacrificing relationships with media buyers, or breaking the bank.

As these organizations’ goals continue to evolve, they will have the freedom to make new choices – including new tools, destinations, sources of data, and business approaches. Cribl LogStream helps media and entertainment enterprises get the data they want, in the formats they need, to wherever they want it to go.

**Cribl LogStream™ helps groups in the media and entertainment industry get the data they want, in the formats they need, to wherever they want it to go.**

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**ABOUT CRIBL**

Cribl is a company built to solve customer data challenges and enable customer choice. Our solutions deliver innovative and customizable controls to route security and observability data where it has the most value. We call this an observability pipeline, and it helps slash costs, improve performance, and get the right data, to the right destinations, in the right formats, at the right time. Join the dozens of early adopters, including market leaders such as TransUnion and Autodesk, to take control and shape your data. Founded in 2017, Cribl is headquartered in San Francisco, CA. For more information, visit [www.cribl.io](http://www.cribl.io) or our [LinkedIn](https), [Twitter](https://twitter), or [Slack](https://slack) community.